

Station KTNV-TV LAS VEGAS, NV
Advertiser () .DEM. CNG. CMP COMM.
Product D.C.C.C.
Estimate# 1474
Buyer Katie Keuleman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 11/14/1474
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 10,625
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	ACTION NWS@5AM<	:30	\$225.00	10/02-10/05	4	1	4	\$900.00	
	2	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$500.00	10/02-10/05	1	1	1	\$500.00	
	3	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$500.00	10/02-10/05	3	1	3	\$1,500.00	
	4	TU-F	430A-459A	ACTN NWS@430AM<	:30	\$150.00	10/02-10/05	1	1	1	\$150.00	
	5	SA	5A-6A	ACTN NWS SA@5A	:30	\$300.00	10/06-10/06	1	1	1	\$300.00	
	6	SA	7A-8A	GD MRN-SAT-ABC	:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
	7	SU	5A-6A	ACTN NWS SU@5A	:30	\$300.00	10/07-10/07	2	1	2	\$600.00	
	8	TU-F	5P-530P	ACTION NWS@5PM<	:30	\$600.00	10/02-10/05	1	1	1	\$600.00	
	9	TU-F	6P-7P	ACTION NWS @6PM	:30	\$600.00	10/02-10/05	1	1	1	\$600.00	
	10	SA	6P-630P	ACTION NWS@6PM	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	11	SU	6P-630P	ACTION NWS@6PM	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	

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	12	TU-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/02-10/05	1	1	1	\$1,500.00	
	13	M	5A-6A	ACTION NWS@5AM<	:30	\$225.00	10/08-10/08	1	1	1	\$225.00	
	14	M	7A-9A	GD MRN AMR-ABC<	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	15	M	430A-459A	ACTN NWS@430AM<	:30	\$150.00	10/08-10/08	1	1	1	\$150.00	
	16	M	5P-530P	ACTION NWS@5PM<	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	
	17	M	6P-7P	ACTION NWS @6PM	:30	\$600.00	10/08-10/08	1	1	1	\$600.00	

---REPORT TOTALS---

Report Totals: 23 / \$10,625.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$10,625.00
Sales Totals: 23 / \$10,625.00
Station Totals: 23 / \$10,625.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,865	KBLR	0%	KLAS	27%	KSNV	20%	KTNV	26%	KTUD	1%
		KVCW	1%	KVMY	5%	KVVU	20%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE